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- I, Joanna Ardalan, am a party in the above captioned action and am a partner at the law firm One LLP. I have personal knowledge of the facts stated below and if called to testify I could and would testify as follows:
- On September 9, 2024, a small business owner "client" of Defendant Deputy Trademark and Defendant Law Integral, Jarrod Cruzat, reached out to me at my One LLP email address. Attached as **Exhibit A** is a true and correct copy of Mr. Cruzat's email message to me, which included an email chain of correspondence between "Joanna Ardalan" from Law Integral and Mr. Cruzat. This email message was the first time I received a communication from Mr. Cruzat. The most recent email in Exhibit A is my response to Mr. Cruzat. Mr. Cruzat explained to me telephonically that he sought legal services to secure registrations for a standard character mark and logo mark for "Pacific Acquisition".
- 2. After our email exchange on September 9, 2024, Mr. Cruzat shared numerous communications between him and the people he understood worked for Law Integral and Deputy Trademark. On September 10, 2024, Mr. Cruzat provided me with bank account information that he had used to wire money to Law Integral and Deputy Trademark. I have spoken with Mr. Cruzat telephonically and he confirmed that he spent at least \$30,000 on these two entities.
- Mr. Cruzat also shared with me "trademark registrations" that 3. Defendants claimed were issued for his trademarks. True and correct copies of the correspondence as well as the attached "trademark registrations" are attached as Exhibit B. These registrations are fake. Aside from looking different than real registrations, there is no registration number on the certificate, only a serial number.
- 4. Attached as **Exhibit** C is a true and correct copy of correspondence and attachments sent from an "IP Paralegal" at Brand Legal Services that was sent to Mr. Cruzat. It included a cease and desist letter sent from Brand Legal Services claiming that there was another unnamed party who used the mark "Pacific Acquisition" and had priority. It included doctored screenshots from the USPTO and

1	the Canadian Trademark Office website. I know these are doctored because when I
2	visited both websites, another entry for "Pacific Acquisition" does not appear in the
3	records. Attached as Exhibit D is a true and correct copy of a USPTO search which
4	shows only Mr. Cruzat has a pending trademark registration for "Pacific
5	Acquisition." No other party has submitted an application for this mark. "Pacific
6	Acquisition" does not appear in the Canadian Trademarks Database Search.
7	Attached as Exhibit E is a true and correct copy of a search I conducted in the
8	Canadian Trademarks Database for "Pacific Acquisition".
9	5. Attached as Exhibits F and G are true and correct screenshots I
10	received from Mr. Cruzat that showed confirmation of wire payments he sent to
11	Defendants. I redacted the bank account number as required by ECF rules.
12	6. Attached as Exhibit H is a true and correct copy of an email message I
13	received from Mr. Cruzat, which includes the JP Morgan bank information for the
14	wire transfer. I redacted the bank account number as required by ECF rules.
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16	I declare under penalty of perjury that the facts stated herein are true and correct.
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18	Executed this 29th day of October 2024, in Los Angeles, California.
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20	/s/ Joanna Ardalan
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